Serial No.: 09/987,407
Docket No.: PNDF-01180
HIR.045

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REMARKS

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Claims 1-18 are all the claims presently pending in the application. Claims 1, 4, 6-7,

14 and 16 have been amended to more particularly define the invention.

It is noted that the claim amendments herein or later are not made to distinguish the

invention over the prior art or narrow the claims or for any statutory requirements of

patentability. Further, Applicant specifically states that no amendment to any claim herein or

later should be construed as a disclaimer of any interest in or right to an equivalent of any

element or feature of the amended claim.

With respect to the prior art rejections, claims 1-18 stand rejected under 35 U.S.C. §

103(a) as being unpatentable over extensive consideration of Logan et al. (U.S. Patent No.

5,732,216). Claims 1-18 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over

Logan et al. in view of Leeke et al. (U.S. Patent No. 6,587,127).

These rejections are respectfully traversed in the following discussion.

I. THE CLAIMED INVENTION

The claimed invention is directed to a voice banner advertisement system, a Web

server for performing an advertisement to a user terminal, a user terminal for uttering

received advertisement data with voice, and a voice banner advertisement method for

performing an advertisement with voice.

An exemplary aspect of the present invention, as recited in claim 1, provides a voice

banner advertisement system for performing an advertisement with voice including a Web

server and a user terminal. The Web server includes Web page data transmission means for

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8

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Serial No.: 09/987,407
Docket No.: PNDF-01180
HIR.045

constituting Web page data comprising contents data and banner advertisement data to be

offered to a user and transmitting the Web page data, and history information recording

means for recording as history information the number of times which a banner advertisement

is transmitted. The user terminal includes communication means for performing data

communication with the Web server through a network, voice synthesis means for extracting

the banner advertisement data from Web page data received from the Web server, and

converting the extracted banner advertisement data into voice by voice synthesis to utter the

extracted banner advertisement data, and display means for displaying the Web page data

received from the Web server. A display area of the display means is maximized by uttering

the extracted advertising data and displaying only the contents data of the Web page data

received from the Web server.

Another aspect of the invention, as recited in claim 4, is directed to a user terminal for

uttering received advertisement data with voice including communication means for

performing data communication with a Web server through a network, Web page browsing

means for receiving Web page data offered by the Web server to browse the Web page data,

the Web page data comprising contents data and banner advertising data, voice synthesis

means for extracting the banner advertisement data from the received Web page data and

converting the banner advertisement data into voice by voice synthesis to utter the extracted

banner advertisement data, and display means for displaying the Web page data received from

the Web server. A display area of the display means is maximized by uttering the extracted

advertising data and displaying only the contents data of the Web page data received from the

Web server.

9

Serial No.: 09/987,407
Docket No.: PNDF-01180
HIR.045

Yet another aspect, as recited in claim 6, is directed to a voice banner advertisement method for performing an advertisement with voice including constituting Web page data comprising contents data and banner advertisement data offered to a user, transmitting the Web page data to the user, recording as history information the number of times which the banner advertisement data is transmitted to the user, extracting the banner advertisement data from the received Web page data, converting the banner advertisement data into voice by voice synthesis to utter the banner advertisement data, uttering the extracted banner advertisement data, and displaying to the user only the contents data of the Web page data received from the Web server to maximize a display area available for the contents data.

A further aspect of the present invention, as recited in claim 14, is directed to a portable terminal with a small-area information display including Web page browsing means for receiving Web page data from a Web server through a network, the Web page data comprising contents data and banner advertising data, a voice synthesizer that extracts the banner advertisement data from the Web page data received from the Web server through the network, and converts the extracted banner advertisement data into voice data which is uttered through voice synthesis. A display area of the small-area information display is maximized by uttering the extracted banner advertisement data and displaying only the contents data of the Web page data received from the Web server.

Conventional techniques for providing banner advertising on web pages on the Internet involve dedicating a portion of the display area of a display to the banner advertisement. In terminals having a large-area display, such techniques are suitable since the

10

Serial No.: 09/987,407
Docket No.: PNDF-01180
HIR.045

advertisement display area is relatively much smaller than the contents display area. (See

Application at page 1, lines 10-17)

However, in recent years, Internet access has expanded to portable devices, such as

portable phones, which have compact display units. In such devices, banner advertisements

considerably <u>reduce</u> the amount of content that can be displayed, and thus are not <u>practical</u>.

(See Application at page 1, lines 18-27)

In the claimed invention, on the other hand, the terminal <u>extracts banner</u>

<u>advertisement data from received Web page data, converts the banner advertisement data into</u>

<u>voice, and displays only the content data to the user</u>. In this manner, the advertisement can be

expressed with voice in place of the text and/or images of the banner advertisement. Thus,

the banner advertisement need <u>not</u> be displayed to the user, thus <u>maximizing</u> the display area.

Therefore, the contents desired by the user can be maximally displayed on the portable

terminal. (See Application at page 9, lines 7-12)

II. THE PRIOR ART REFERENCES

A. The Logan et al. Reference

The Examiner alleges that the claimed invention is unpatentable over Logan et al.

However, Applicant submits that there are elements of the claimed invention which are

neither taught nor suggested by Logan et al.

Logan et al. discloses an audio program and message distribution system in which a

host system organizes and transmits program segments to client subscriber locations. (See

Logan et al. at Abstract)

11

Serial No.: 09/987,407
Docket No.: PNDF-01180
HIR.045

The Examiner concedes that Logan et al. does <u>not</u> teach banner advertisement data, as recited in claims 1-18. Rather, the Examiner attempts to make up for the deficiencies of Logan et al. by alleging that it would have been obvious to one of ordinary skill in the art at the time of the invention to incorporate banners into the advertising data disclosed in Logan et al. because, as alleged by the Examiner, banner advertisements were well known in HTML and their use for advertising likewise well known.

However, Logan et al. further fails to teach or suggest the user terminal <u>extracting banner advertisement data from the received Web page data, converting the extracted banner advertisement data into voice by voice synthesis to utter the banner advertisement data, and maximizing the display area by uttering the extracted advertising data and displaying only the contents data of the Web page data received from the Web server</u>, as in the claimed invention.

Rather, Logan et al. discloses that a host server 101 periodically transmits <u>a download compilation file</u> 145 upon receiving a request from the player 103 (e.g. laptop PC) of a subscriber. The file includes a <u>series of compressed various multi-media segments and advertisement segments</u> based on a subscriber's selections and preferences. The file 145 is placed in an <u>FTP download directory</u> and, at a time determined by the player, a connection is established with the Internet, and <u>the FTP server</u> 125 downloads <u>the compilation file</u> to the player for the user's perusal. (See Logan et al. at column 5, lines 45-62)

However, Logan et al. does <u>not</u> teach or suggest that the <u>advertising segments</u> may be <u>extracted</u> from the <u>downloaded compilation file</u> 145 <u>by the player</u> 103. Logan et al. certainly does <u>not</u> teach or suggest the player 103 <u>uttering the extracted banner advertisement data from the from the compilation file</u> 145 and <u>displaying only content data</u> from the compilation file

12

Serial No.: 09/987,407
Docket No.: PNDF-01180
HIR.045

145 in order to <u>maximize</u> the area of a display in which content data can be displayed on the

player 103. Indeed, Logan et al. does <u>not</u> even recognize the desirability or benefit of

providing such features.

Further, Logan et al. does <u>not</u> teach or suggest that the <u>compilation file</u> 145 may be

included in the <u>web page data</u> 141. The Examiner alleges on page 8, item 13 of the Office

Action that "the data transmitted to the user comprises a combination of all the data

transmitted from the server to the client, which data, (as clearly taught by Logan), includes,

but is not limited to advertising data, (alone or within a compilation), and web page data."

However, Logan et al. does <u>not</u> teach or suggest "*Web page data comprising contents*

data and banner advertisement data," as recited in the claimed invention. Indeed, Logan et

al. discloses that "[t]he <u>host server</u> 101 further stores <u>web page data</u> 141 which is made

available to the player 103 by means of <u>the HTML interface</u>." (See Logan et al. at Figure 1

and column 5, lines 32-44) (Emphasis added) As noted above, transfer of <u>the compilation</u>

<u>file</u> 145, which includes the advertising segments, is accomplished via the <u>FTP server</u> 125.

Clearly, Logan et al. teaches that the advertising data is separate from the web page data.

In fact, there is <u>no</u> teaching or suggestion in Logan et al. that advertising may be

included in the <u>web page data</u> 141 in any form. Logan et al. certain does <u>not</u> teach or suggest

that advertising may be extracted from the <u>web page data</u> 141 by the player 103 and converted

into voice in order to <u>maximize</u> the area of a display in which content data can be displayed

on the player 103. Clearly, there is <u>no</u> teaching or suggestion in Logan et al. that the <u>web</u>

<u>page data</u> 141 may contain <u>advertising data,</u> as alleged by the Examiner.

13

Serial No.: 09/987,407
Docket No.: PNDF-01180
HIR.045

In light of the above, even assuming arguendo that banner advertising data were incorporated into the advertising segments of Logan et al., as alleged by the Examiner, it would not yield the claimed invention. Clearly, the incorporation of banner advertisements does not make up for the deficiencies of Logan et al.

Therefore, Applicant submits that there are elements of the claimed invention that are not taught or suggest by Logan et al. and respectfully requests the Examiner to withdraw this rejection.

B. The Leeke et al. Reference

The Examiner alleges that Logan et al. would have been combined with Leeke et al. to form the invention defined in claims 1-18. However, Applicant submits that these references would not have been combined and even if combined, the combination would not teach or suggest each and every element of the claimed invention.

Leeke et al. discloses a method of operation of a server interacting with users to provide personalized content to each of the users. (See Leeke et al. at Abstract)

Applicant respectfully submits that these references would not have been combined as alleged by the Examiner. Indeed, no person of ordinary skill in the art would have considered combining these disparate references, absent impermissible hindsight.

In fact, Applicant submits that the Examiner can point to no motivation or suggestion in the references to urge the combination as alleged by the Examiner. Indeed, contrary to the Examiner's allegations, neither of these references teach or suggest their combination.

14

Serial No.: 09/987,407
Docket No.: PNDF-01180
HIR.045

Therefore, Applicant respectfully submits that one of ordinary skill in the art would

not have been so motivated to combine the references as alleged by the Examiner. Therefore,

the Examiner has failed to make a prima facie case of obviousness.

As noted above, the Examiner concedes that Logan et al. does not teach or suggest

banner advertisement data, as recited in the claimed invention. Rather, the Examiner

attempts to rely on Leeke et al. to make up for the deficiencies of Logan et al.

However, Leeke et al. does not make up for the deficiencies of Logan et al. above

directed to the user terminal extracting banner advertisement data from the received Web

page data, converting the extracted banner advertisement data into voice by voice synthesis to

utter the banner advertisement data, maximizing the display area by uttering the extracted

advertising data and displaying only the contents data of the Web page data received from the

Web server, as in the claimed invention.

Thus, even assuming arguendo that Leeke et al. may disclose banner advertisements,

as alleged by the Examiner, there is no teaching or suggestion in Leeke et al. of extracting,

converting and uttering banner advertisement data from the from web page data and

displaying only content data from web page data in order to maximize the area of a display in

which content data can be displayed, as in the claimed invention. Indeed, the cited reference

does not even recognize the desirability or benefit of providing such features. As noted

above, the simple incorporation of banner advertisements into the teachings of Logan et al.

does not make up for the deficiencies of Logan et al.

In light of the above, Applicant submits that these references would not have been

combined and even if combined, the combination would not teach or suggest each and every

15

Serial No.: 09/987,407
Docket No.: PNDF-01180
HIR.045

element of the claimed invention. Therefore, the Examiner is respectfully requested to withdraw this rejection.

III. FORMAL MATTERS AND CONCLUSION

In view of the foregoing, Applicant submits that claims 1-18, all the claims presently pending in the application, are patentably distinct over the prior art of record and are allowable, and that the application is in condition for allowance. Such action would be appreciated.

Should the Examiner find the application to be other than in condition for allowance, the Examiner is requested to contact the undersigned attorney at the local telephone number listed below to discuss any other changes deemed necessary for allowance in a telephonic or personal interview.
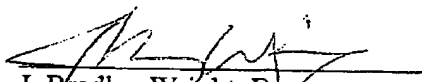
To the extent necessary, Applicant petitions for an extension of time under 37 CFR §1.136. The Commissioner is authorized to charge any deficiency in fees, including

16

Serial No.: 09/987,407
Docket No.: PNDF-01180
HIR.045

extension of time fees, or to credit any overpayment in fees to Attorney's Deposit Account

No. 50-0481.

                                        Respectfully Submitted,

Date: __11/10/05__

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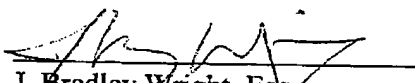   J. Bradley Wright, Esq.
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CERTIFICATION OF FACSIMILE TRANSMISSION

I hereby certify that the foregoing Amendment was filed by facsimile with the United States Patent and Trademark Office, Examiner Arrienne M. Lezak, Group Art Unit #2143 at fax number (571) 273-8300 this 10th day of November, 2005.

                                        _____
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17